

Winning paid social strategies for the running industry

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Beyond the boost



BibRave



Why paid social **matters** for races

paid social matters

the stats



Organic reach
is shrinking



84% of Americans
are on social media



Event competition
is increasing





Organic social

Talking to your current followers
(and not a lot of them)...



2-5%

of your audience



5-10%

of your audience

organic social



HEY





Why paid social matters for races

paid social matters

the stats



Organic reach is shrinking



84% of Americans are on social media



Event competition is increasing

two big mistakes



"Set it and forget it" ads



Treating boosts ads as paid social





TL;DR



Boosted Post =
microwaving leftovers
(quick and easy but
underwhelming)

VS



Paid Social Ad =
cooking a full meal
with a recipe
(customized and strategic)

boosted+paid social





Boosted posts

A simple way to promote a post that already exists on your Facebook or Instagram page

platform

Meta (Facebook or Instagram)

key features

- Promotes organic content to reach more of the current audience
- Easy and quick to set up—**good for beginners**

pros

- Increasing visibility on existing posts
- Driving engagement (likes, comments, shares)
- Time-sensitive promotion

cons

- **Limited visibility**
- Can't boost a post on another feed (unless you're a collaborator)





Paid social ads

A comprehensive advertising campaign created using Meta, TikTok, or Google Ads Manager, etc

platform

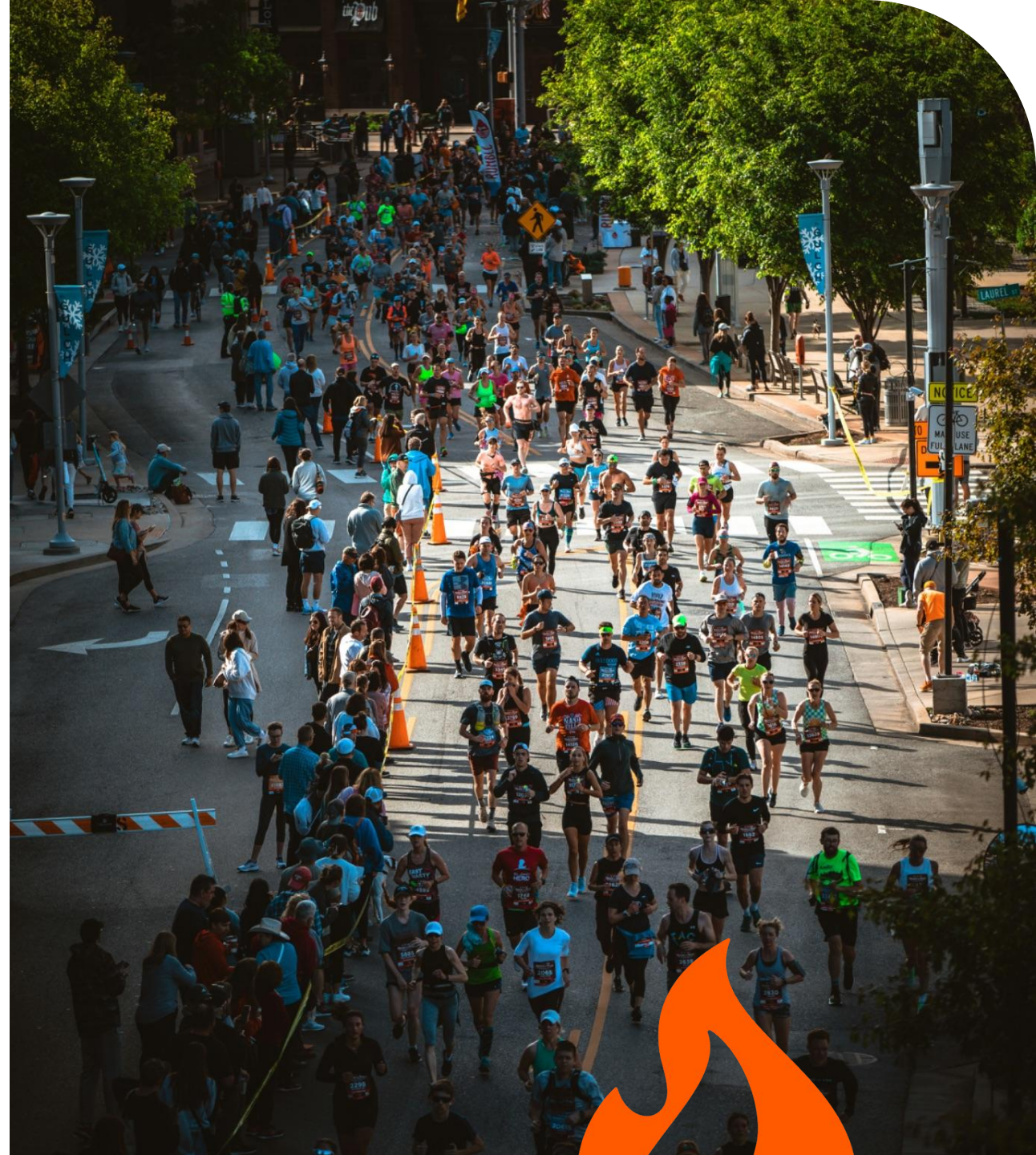
Meta, TikTok, YouTube, Google, Google Network
(ie Target.com, Google Maps)

key features

- Full control over objectives (audience, objective, budget timing, etc.)
- Advanced audience targeting (custom audiences, demographics, geographic targeting)
- More ad placements (feeds, stories, reels, in-stream, marketplace, etc.)
- A/B testing, creative testing, and campaign structure options
- Better reporting, analytics, and optimization tools

best for

- Driving conversions or registrations.
- Strategic campaigns across multiple stages of the funnel
- Scaling marketing efforts



The foundations:

What actually matters



Targeting

- Lookalikes
- Custom audiences
- Interests



Creative basics

- Photo vs. video
- Motivation first
- Medal ≠ message



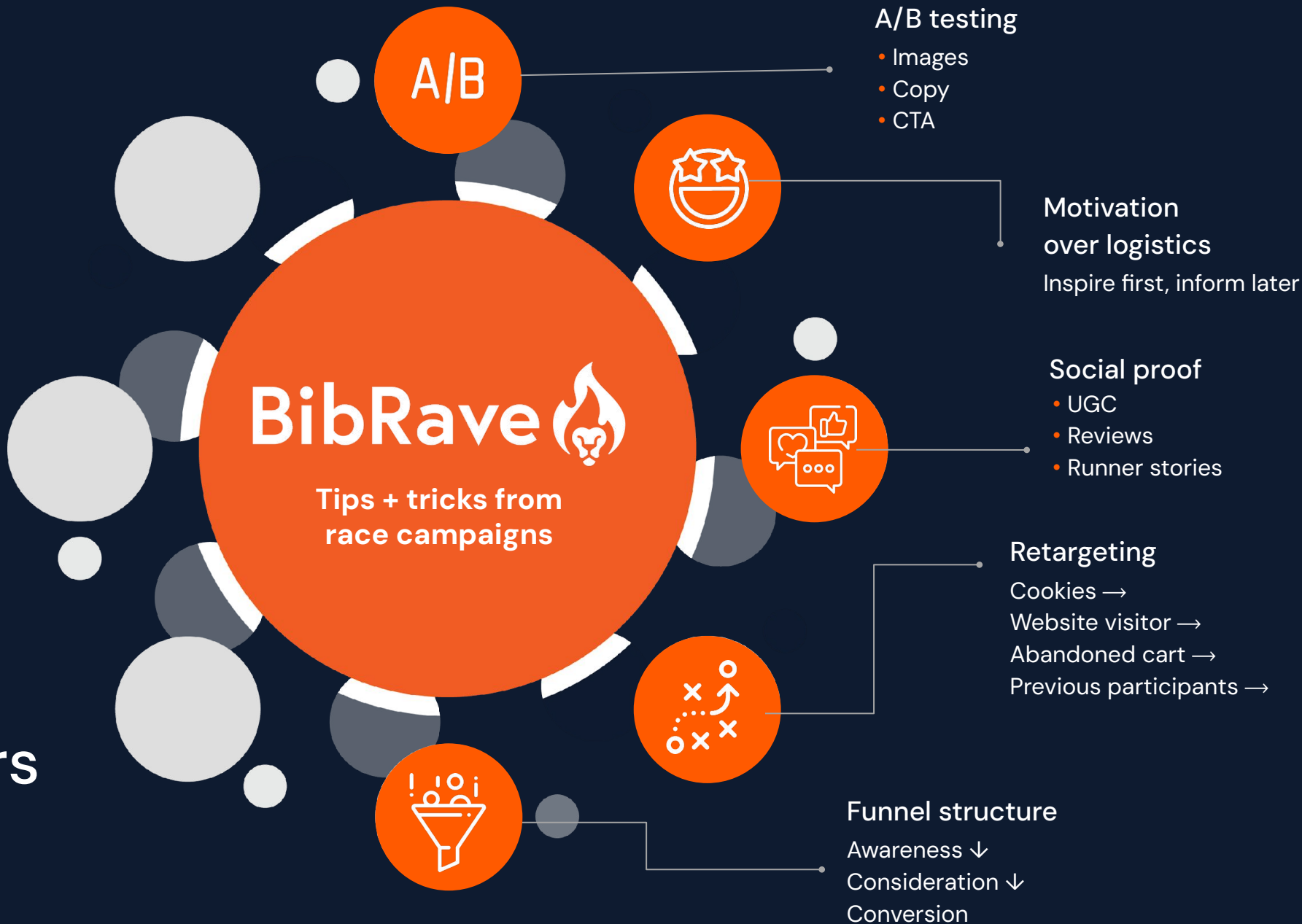
Budgeting

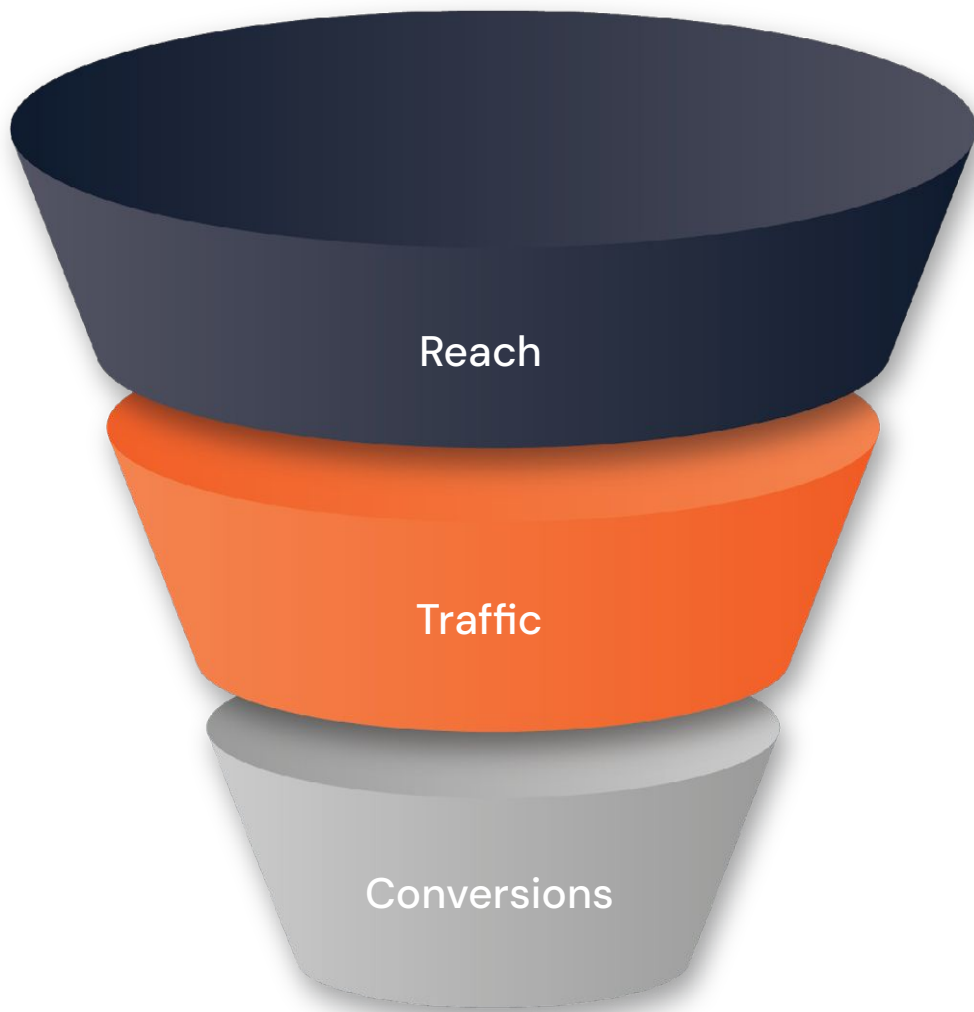
- How much to spend
- When to spend
- Timing > Budget





Stretching your ad dollars





How do we **know** it's working?

metrics we track

Traffic: Clicks, CPC

- < \$0.50 is optimal
- Average CPC in fitness industry: \$0.50-\$1.30*

Conversion: Conversions, CPA, conversion value

- Average CPA for races in 2023 was \$12-\$28**

ROAS

- 2x-3x = Good (~ Meta Average)
- 5x+ = Strong

* Databox, 2024

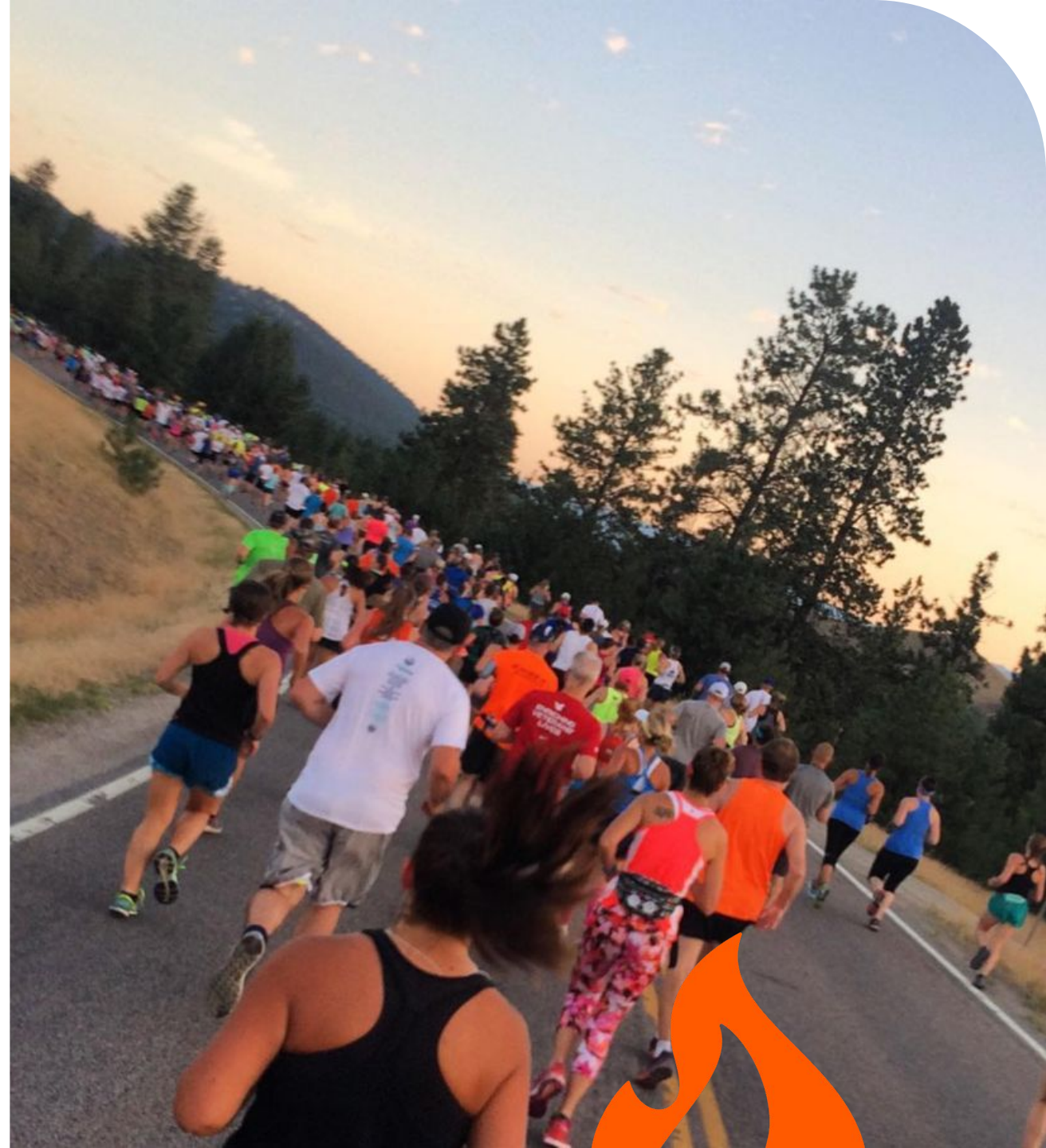
** Race Directors HQ – 2023 Race Marketing Survey Summary





Case studies

- 1 Boosted lagging registrations**
Ran a focused three-week campaign that accounted for 31% of total registrations and delivered a 20X ROAS
- 2 Grew email base**
Leveraged pre-registration lead generation ads to grow its subscriber base by 50%
- 3 Targeted a new age group**
TikTok ads increased 19-25 year old participation by 25% YOY



Lessons learned



Video outperforms static



Avoid creative fatigue



Don't trust or rely on AI

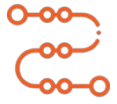


Geotargeted audience & message have highest performance



Metrics increase for ALL digital marketing when content is aligned (paid/email/organic)





Build-your-own own **ad plan**



checklist

- Identify runner motivations
- Build segmented audiences
- Create 2 versions of your ad
- Run a 14-day test
- Reallocate budget
- Add retargeting



What we **didn't** talk about, but you should explore



Google/YouTube/
TikTok, etc Ads



Dynamic
creative/AI



Lead ads + instant
forms



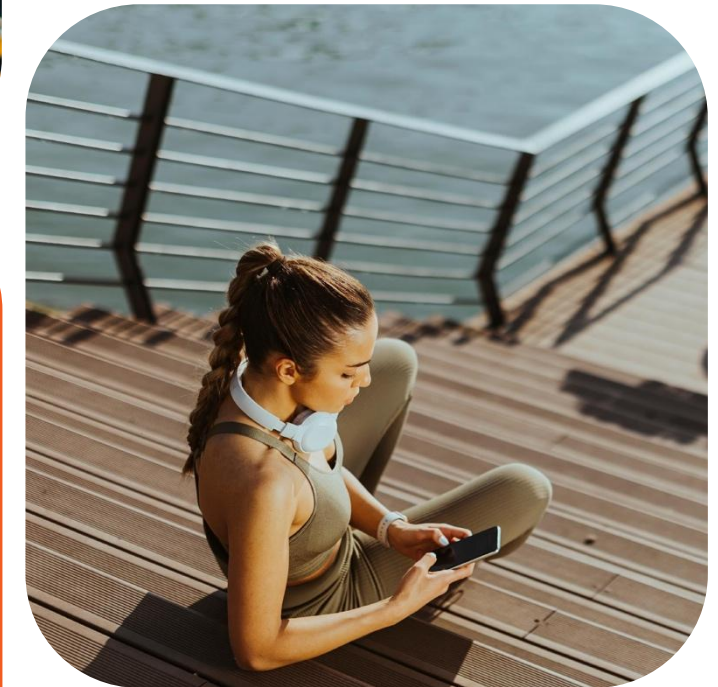
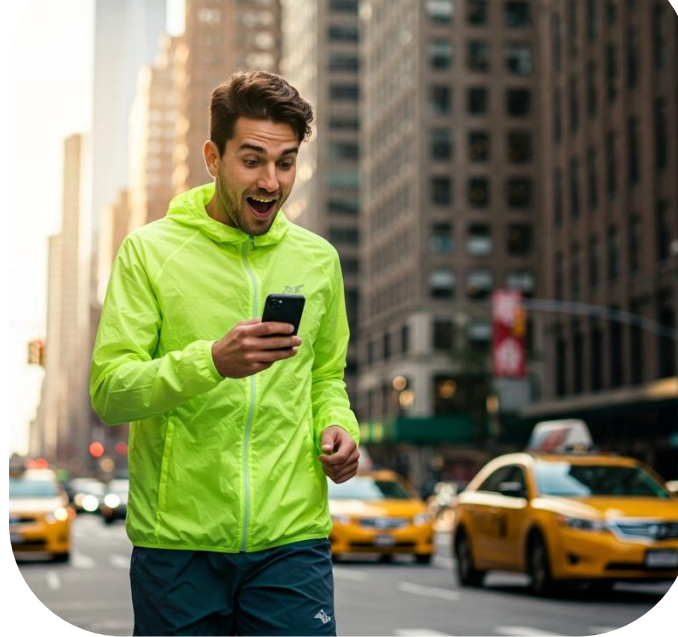
Catalog/merch
feed ads



Automated
rules



Advanced
Meta tools



Start simply,
scale up when
you're ready

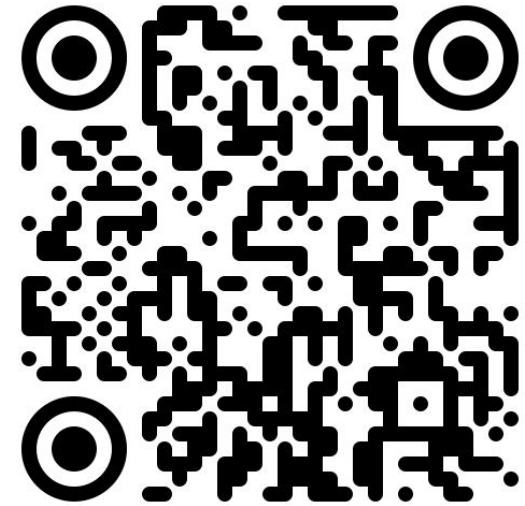




THANK YOU!

Paid Social

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101 Guide



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2

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